

# National Transportation Safety Board Attentive Driving Forum

**Association of Global Automakers**

Mike Cammisa

Director of Safety

March 27, 2012



## Our Members

**ISUZU**



**NISSAN**



**DELPHI**



**TOYOTA**



**BOSCH**

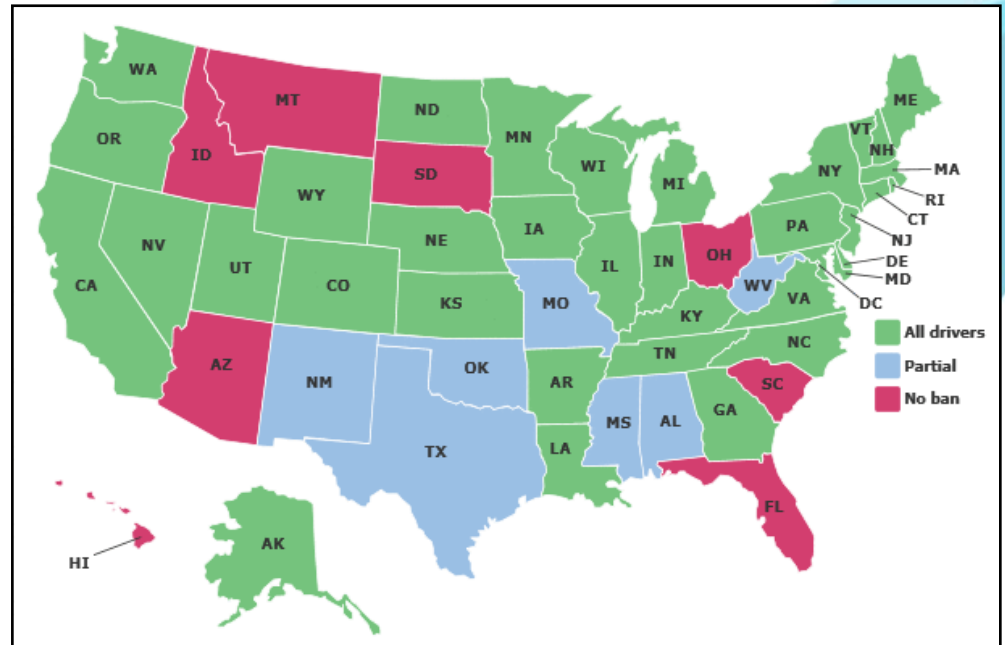


**DENSO**

**HONDA**


# Global Automakers and Distracted Driving

Global Automakers supports state legislation for primary enforcement bans on the use of hand-held devices for texting and phone calls by drivers while driving.



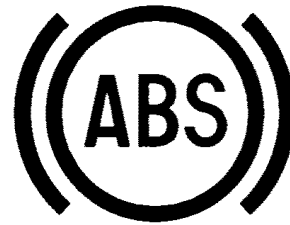
Source: Insurance Institute for Highway Safety

## Some Design Considerations

- Manufacturers take a measured approach to implementation of new features
    - Safety, usability, and comprehension
  - Examine what drivers are doing in the vehicle
    - Is there a better way to assist the driver perform these tasks in a way that is designed with the driving environment in mind
  - What is the alternative?
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# Global Automakers and Safety

Consumers demand safety and automakers strive to deliver.



INSURANCE INSTITUTE  
FOR HIGHWAY SAFETY

# Thank You

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